



585 Technology Court | Riverside, CA 92507
www.First5Riverside.org

Date: June 16, 2025

From: Yolanda Bernal, Contract & Grants Analyst

To: Charna Widby, Assistant Director

Via: Yolanda Bernal, Contracts and Grants Analyst

Subject: Imagine Los Angeles, Inc (Imagine LA) Benefit Navigator

The below information is provided in support of my department requesting approval for a sole or single source. *(Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole or single source.)*

1. **Supplier being requested:** Imagine Los Angeles, Inc. (Imagine LA)

2. **Vendor ID:** 0000270629

3. ☐ **Single Source** ☒ **Sole Source**

(Single Source - is a purchase of a commodity or service without obtaining competitive bids although more than one source is available)

(Sole Source - is a purchase of a commodity or service that is proprietary or no other vendor is qualified or willing to meet the county specified requirements)

4. **Have you previously requested and received approval for a sole or single source request for this vendor for your department?** *(If yes, please provide the approved sole or single source number).*

☐ **Yes** ☒ **No**
SSJ# _____

4a. **Was the request approved for a different project?**

☐ **Yes** ☒ **No**

5. **Supply/Service being requested:**

First 5 Riverside County is requesting to contract with Imagine LA to provide the Benefit Navigator pilot. The pilot will support implementation, training, data review, and evaluation activities, with anticipated participation from Department of Public Social Services (DPSS) Self-Sufficiency and the Riverside County Office of Education (RCOE). Staff also request delegated authority to execute Memoranda of Understanding (MOUs) with participating public agencies, consistent with the pilot's objectives.



6. Unique features of the supply/service being requested from this supplier.

The Benefit Navigator is a digital tool designed to screen for eligibility across multiple public benefits and refundable tax credits. It helps staff support families by identifying resources they may qualify for, generating easy-to-understand summaries, and reducing the barriers to accessing programs such as CalFresh, Medi-Cal, WIC, child care subsidies, and tax credits.

The Navigator has been piloted with over 50 Social Services agencies in Los Angeles County. In those sites, clients served were found to qualify for an average of \$10,869 in additional benefits and tax credits. First 5 Riverside County has been selected as a new pilot partner to test integration of the tool into FRC settings—prioritizing sites F5RC, DPSS Self-Sufficiency, and RCOE are co-located. Pending outcomes from this pilot, future phases are anticipated to expand to additional home visiting agencies and partner networks to support broader countywide access.

Imagine LA, will lead implementation and training, coordinate technical assistance, and support ongoing monitoring and shared learning throughout the pilot. While they will not conduct formal outcome evaluation due to the absence of PII and comparison data, they will facilitate cross-site feedback loops and surface implementation insights to inform potential system-level improvements. This pilot aligns with F5RC's goals to streamline family access to services, support frontline navigation efforts, and inform potential system-level improvements.

The Benefits Navigator is a cloud-based platform (Software as a Service model) used by trained “users” across organizations. These users do not need to be benefits experts—they are equipped with a streamlined tool to assess benefit eligibility, create individualized summaries, and support clients in navigating public benefit systems. The platform is updated regularly to reflect policy changes, and is designed for rapid user onboarding, integration with local workflows, and eventual expansion into AI-powered features such as application automation and real-time status tracking.

7. Reasons why my department requires these unique features from the vendor and what benefit will accrue to the county:

First 5 Riverside County requires the unique features offered by the vendor—specifically the use of a **Benefit Navigator**—to effectively support clients in our Family Resource Centers (FRCs).

The features are essential to personalize support and access to a wide range of public benefits, services and tax credits. The use of the Benefit Navigator tool in our FRCs, clients can be guided through multiple applications and streamline access to services.

8. Period of Performance: From: 7/9/2025 to 6/30/2026
(total number of years)

Is this an annually renewable contract?

☒ No

☐ Yes

Is this a fixed-term agreement:

☐ No

☒ Yes



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(A fixed- term agreement is set for a specific amount of time; it is not renewed annually. Ensure multi-year fixed-term agreements include a cancellation, non-appropriation of funds, or refund clause. If there is no clause(s) to that effect, then the agreement must be submitted to the Board for approval. No exemptions shall apply.)

- 9. Identify all costs for this requested purchase. In addition, please include any single or sole source amounts previously approved and related to this project and vendor in the section designated below for current and future fiscal years. You do not need to include previous fiscal year amounts. If approval is for multiple years, ongoing costs must be identified below. If annual increases apply to ongoing costs such as CPI or other contract increases, provide the estimated annual cost for each consecutive year. If the annual increase may exceed the Purchasing Agent's authority, Board approval must be obtained. (Note: ongoing costs may include but are not limited to subscriptions, licenses, maintenance, support, etc.)**

FISCAL YEAR 2025-2026				
Category	Description	Unit Quantity	Unit Cost	Amount
Operational Expenses	Onboarding (up to 75 users)	N/A	N/A	\$37,500
	Annual Subscription	N/A	N/A	\$67,500
Operational Expenses	Capacity Building & Customization for AI alignment	N/A	N/A	\$26,500
Operational Expenses	Indirect (10%)	N/A	N/A	\$13,150
SUBTOTAL:				\$144,650

Price Reasonableness:

No alternative resource currently meets the specific needs for this service. The Benefits Navigator System is a comprehensive, technology-enabled solution designed to connect individuals and families with available benefits, social services, and supportive programs. It will be deployed across the Family Resource Centers at a cost of \$500 per user.

Lyssn is a different system with a per user cost of \$499. Lyssn utilizes AI and machine learning to record, transcribe and provide real time feedback in a training scenario based on typical interactions with clients.

- 10. Projected Board of Supervisor Date (if applicable):** N/A
(Draft Form 11s, service agreement and or quotes must accompany the sole source request for Purchasing Agent approval.)

Charna Widby

Department Head Signature
(or designee)

Print Name

Date